

packaging is customized by the individual doctor prescribing and/or the patient receiving the at least one prescription product comprising the steps of receiving an order for at least one prescription product from the doctor or a refill order from the patient; and printing out customized graphics specified by the doctor or the patient for the package for at least one prescription product.

In the claims

Kindly cancel claims 19-35 without prejudice to pursuing the claims in a divisional application.

Kindly amend claims 1, 6, 12, 13, 16-18 to read as shown.

1. (Amended once) Packaging for housing at least one prescription product manufactured by a manufacturer and prescribed by a doctor to a patient, comprising customized graphics, said customized graphics consisting essentially of print produced by at least one printer and provided on at least some surface area of said packaging, said customized graphics being selected by the individual doctor prescribing said prescription product or the patient to receive said prescription product, said customized graphics promotes a return visit to said doctor or advertises for said doctor, and said packaging further comprises non-customized graphics, said non-customized graphics identifies the manufacturer of said prescription product.

6. (Amended once) The packaging of claim 1 wherein said prescription product is shipped from the manufacturer of said prescription product having said customized graphics on said packaging.

12. (Amended once) The packaging of claim 11 wherein said customized graphics are printed onto said lidstock.

13. (Amended once) The packaging of claim 11 wherein said customized graphics are printed onto a label which is adhered to said lidstock.

16. (Amended once) The packaging of claim 14 wherein said customized graphics are printed onto a label which is adhered to said carton.

ay 17. (Amended once) The packaging of claim 1 wherein said customized graphics comprise alphanumeric characters.

18. (Amended once) The packaging of claim 1 wherein said customized graphics comprise pictures.

Please add the following new claims:

ay --36. The packaging of claim 13, wherein said label further comprises a label identifying means.

37. The packaging of claim 16, wherein said label further comprises a label identifying means.

38. The packaging of claim 14 wherein said secondary packaging does not identify the prescription.

39. The packaging of claim 1 wherein said customized and non-customized graphics are added to the packaging simultaneously.

40. The packaging of claim 18 wherein the customized graphics is a picture of said doctor.--